

# CONTRACT



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

And:

**Media Strategies & Research/ POL**  
**11350 Randon Hills Road, Suite 670**  
**Fairfax, VA 22030**

<u>Contract / Revision</u> 713755 /		<u>Alt Order #</u>
<u>Product</u> <b>McCaskill for Senate 2012</b>		
<u>Contract Dates</u> <b>09/17/12 - 09/23/12</b>	<u>Estimate #</u> <b>11978</b>	
<u>Advertiser</u> <b>McCaskill, C/ D/ Senate</b>		<u>Original Date / Revision</u> 09/18/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KSDK</b>	<u>Account Executive</u> Local House	<u>Sales Office</u> St. Louis Local C
<u>Special Handling</u> Notarize Only		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KSDK	09/20/12	09/20/12	5-6a	5-6A		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$300.00	0.00			
2	KSDK	09/17/12	09/21/12	6-7a	6-7A		:30				NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	111-1--				4	\$675.00	0.00			
3	KSDK	09/17/12	09/21/12	NBC Today 7-9A	7-9A		:30				NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	1-111--				4	\$675.00	0.00			
4	KSDK	09/22/12	09/22/12	Sat 9-10a	9-10A		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$525.00	0.00			
5	KSDK	09/23/12	09/23/12	NBC Today Show (Su)	7-8A		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$400.00	0.00			
6	KSDK	09/18/12	09/18/12	NBC Today Show II 9-10A	9-10A		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----				1	\$250.00	0.00			
7	KSDK	09/17/12	09/17/12	News at 10am	10-11A		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$150.00	0.00			
8	KSDK	09/19/12	09/19/12	Noon News	12-1230p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$275.00	0.00			
9	KSDK	09/20/12	09/20/12	Show Me St. Louis	1230-1p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$200.00	0.00			
10	KSDK	09/21/12	09/21/12	Dr. Oz	2-3p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$200.00	0.00			
11	KSDK	09/17/12	09/19/12	Ellen	3-4p		:30				NM	2	\$900.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract / Revision</u> 713755 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/17/12 - 09/23/12	<u>Product</u> McCaskill for Senate 201	<u>Estimate #</u> 11978
<u>Advertiser</u> McCaskill, C/ D/ Senate		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	1-1----				2	\$450.00	0.00			
12	KSDK	09/18/12	09/21/12	Jeopardy	430-5p		:30				NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-1-11--				3	\$675.00	0.00			
13	KSDK	09/17/12	09/19/12	News 5 at Four	4-430P		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	1-1----				2	\$400.00	0.00			
14	KSDK	09/17/12	09/21/12	News Channel 5 at 5P	5-530P		:30				NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	11111--				5	\$1,200.00	0.00			
15	KSDK	09/17/12	09/21/12	News Channel 5 at 6P	6-630P		:30				NM	5	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	11111--				5	\$1,350.00	0.00			
16	KSDK	09/23/12	09/23/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$675.00	0.00			
17	KSDK	09/17/12	09/21/12	630-7P Wheel of Fortune	630-7P		:30				NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	11111--				5	\$900.00	0.00			
18	KSDK	09/17/12	09/17/12	The Voice	7-9p		:30				NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$4,200.00	0.00			
19	KSDK	09/18/12	09/18/12	Parenthood	9-10P		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----				1	\$1,800.00	0.00			
N 20	KSDK	09/19/12	09/19/12	DO NOT USE	USE WED PRIME		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$2,000.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSDK	09/17/12-09/23/12	DO NOT USE	USE WED PRIME	---W-----	:30		<del>\$2,000.00</del>	0.00	NM		
	See MG 20.2												
	2	KSDK	09/17/12-09/23/12	Law & Order	8p-9P	---W-----	:30		\$2,000.00	0.00	NM		
	Ⓜ MG for 20.1 09/19												
21	KSDK	09/21/12	09/21/12	Dateline	9-10P		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,200.00	0.00			
22	KSDK	09/18/12	09/21/12	LN (M-F)	10-1035p		:30				NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-1-11--				3	\$1,800.00	0.00			
23	KSDK	09/23/12	09/23/12	Post NFL Late News	Various		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$900.00	0.00			
24	KSDK	09/17/12	09/20/12	Tonight Show	1035-1137p		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	1111---				4	\$250.00	0.00			
25	KSDK	09/21/12	09/21/12	Late Night w/Jimmy Fallon	1135p-1235x		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$100.00	0.00			

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		Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
Totals										0.00		52	\$45,950.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/23/12	52	\$45,950.00	\$39,057.50
<b>Totals</b>	52	\$45,950.00	\$39,057.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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